PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: **Debbie Elfar**
Janice Mabie
Virginia Murphy

DATE: January 21, 1994

FROM: **Clark Murray**

SUBJECT: **SMOKER SURVEYS**

The purpose of this memo is to summarize my understanding of how we have agreed to proceed on the issue of smoker surveys that are returned by consumers to PSC in connection with the Virginia Slims January 30 FSI (see attachment re: background on problem).

1. From a legal perspective, we will accept and enter into our database any survey with a legible signature that (a) has the consumer's address enclosed, and/or (b) comes in an envelope with the consumer's address on it, and/or (c) comes with the cents-off coupon which has the consumer's address filled in.

2. From a PSC logistics perspective, Erna Marini will confirm back to me early the week of January 24 that the above directions have been communicated to PSC and that their are no anticipated implementation problems. In addition, I am by copy of this memo requesting that Erna plan to update me on a weekly basis on the number of complete smoker surveys received.

3. From a lessons learned perspective, the Virginia Slims Brand Team with henceforth run all planned fulfillment-related programs by Renee Simons and/or Marla Antonoff. The purpose here will be to get their guidance and counsel on how best to construct and execute such programs to avoid/minimize problems.

Please advise me ASAP if you have any questions on the above.

cc: M. Antonoff
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SMOKER SURVEY.CMMEMO

Source: https://www.industrydocuments.ucsf.edu/docs/hhjn0004